

# Fashion Calendar 1947

JANUARY

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DECEMBER

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### SPECIAL ANNOUNCEMENT

OUR FASHION JOB PAGE, WHICH WAS DISCONTINUED  
DURING THE SUMMER, WILL BE RESUMED IN TWO WEEKS,  
WITH THE FASHION CALENDAR DATED SEPTEMBER 15.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 29, 1947</u>			
Friday August 29 11:00 A.M.	"CALLING ALL GIRLS" FASHION SHOWING Fashion show of teen-age clothes. Open to public. Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	MOSQUE THEATRE NEWARK, N. J. Publicity: Marie

### WEEK BEGINNING MONDAY, SEPTEMBER 1, 1947

Sept. 1	LABOR DAY (Monday)		
Tuesday Sept. 2 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of new daytime and evening fashions. (The St. Regis luncheon show is being held on Tuesday, instead of Monday, because of Labor Day.) Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF

### PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED. (Please note change in time for Jay Thorpe; change in date for Mainbocher).

Tuesday Sept. 2	<u>JAY THORPE</u> At 2:30 P.M.	24 WEST 57TH ST.	PUBL.: AUDREY DAVIS	CI. 7-4300
Wednesday Sept. 3	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 4	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 4	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Friday Sept. 5	<u>MAINBOCHER</u> At 3:00 P.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580

(continued on next page)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
FALL CUSTOM-ORDER COLLECTIONS (Continued)			
Monday Sept. 8	<u>HATTIE CARNEGIE</u> At 2:30 P.M.	42 EAST 49TH ST.	PUBL.: JOSEPHINE HUGHES WI. 2-2600
Tuesday Sept. 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M. --	691 FIFTH AVE. Designed by Castillo	PUBL.: KAY INGLIS-JONES PL. 3-3410
Wednesday Sept. 10	<u>STEIN &amp; BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT PL. 5-8580
Thursday Sept. 11	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: MARY SHANNON EL. 5-6800
Week of Sept. 2	DAILY SERIES OF SEWING SESSIONS McCall sewing course with daily sessions at 10:30 A.M. and 2:30 P.M. Open to public. Publicity: Alvchild Wiman, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	8TH FLOOR SPECIAL EVENTS CENTER
Tuesday Sept. 2- Sept. 12	BACK-TO-SCHOOL CLOTHES ON EXHIBIT An exhibition of modern original designs by Traphagen summer school students for 1947 back-to-school wardrobes, and a display of plates and books showing styles worn by schoolgirls of earlier days. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Sept. 3	MILGRIM'S FALL COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 1)		
Sept. 3	BERGDORF GOODMAN'S FALL COLLECTION FOR THE PRESS AT 5:30 P.M. (See Page 1)		
Sept. 4	HENRI BENDEL'S FALL COLLECTION FOR THE PRESS AT 10:30 A.M. (See Page 1)		
Sept. 4	SAKS 5TH AVENUE'S FALL COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 1)		
Thursday Sept. 4 3:30 P.M.- 5:00 P.M. Cocktails	SHOWING OF NEW FALL MILLINERY Kay Brunell will introduce her new collection of Fall and Winter millinery at cocktails in the Blue Room of the Hotel Brevoort, 15 Fifth Avenue. Press invited. Contact: Kay Brunell, RE. 7-7490.	BRUNELL HATS (768 MADISON AVE.)	HOTEL BREVOORT BLUE ROOM
Thursday Sept. 4 8:00 P.M.	MEETING, DISCUSSION AND REFRESHMENTS This meeting is open to dress designers only. Discussion of Guild's coming events including a fashion show, a museum study and work courses. For invitation, contact Guild of New York Dress Designers, MU. 3-1093.	GUILD OF NEW YORK DRESS DESIGNERS	WILLKIE MEM. BLDG. 20 WEST 40TH STREET
Thursday Sept. 4 6:00 P.M.	SHOWING OF CAREER GIRLS' FASHIONS New fashions for career girls in the inexpensive to moderate price range. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	5TH FLOOR
Thursday Sept. 4	31ST ANNUAL LEATHER SHOW. Contact: Tanners' Council of America, 100 Gold Street, BE. 3-0494.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 5	MAINBOCHER'S FALL COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 1)		
Saturday Sept. 6 10:30 A.M.	"ALL GIRLS' CLUB" TEEN-AGE SHOW Opening fashion show of the season of Namm's "All Girls' Club", with Fall and winter fashions showing the new and dressier look for teens. Open to public. Publicity: Rose Mendelson, TR. 5-5700, Ext. 76.	NAMM'S BROOKLYN	3RD FLOOR
Saturday Sept. 6 11:00 A.M.	"CALLING-ALL-GIRLS" FASHION SHOWING Gimbel's Saturday fashion show of teen-age apparel. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	5TH FLOOR
Monday Sept. 8 1:00 P.M. Luncheon	LUNCHEON SHOWING OF NEW FALL FASHIONS Martha will present new sportswear, coats, daytime and evening suits and dresses. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Contact Mrs. Martha Phillips, PL. 3-5625. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARTHA (501 MADISON AVE.)	ST. REGIS HOTEL ROOF
Sept. 8	HATTIE CARNEGIE'S FALL COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 2)		
Monday Sept. 8	TENTH ANNUAL FALL FASHION EXPOSITION The Neiman-Marcus awards for distinguished service in the field of fashion will be presented by Executive Vice-President Stanley Marcus at a dramatic showing of clothes, accessories, furs and jewels. Publicity: Marihelen McDuff, Neiman-Marcus, Dallas.	NEIMAN-MARCUS	DALLAS TEXAS
Week Of Sept. 8	ADVANCE SPRING OPENING OF GUILD SHOE LINES Five groups of shoes will be featured during this Guild Week: (1) The first showing of resort footwear; (2) The first advance Spring shoes; (3) Dinner and evening shoes for holiday selling; (4) Size-ups of Fall's best selling numbers; (5) Boudoir styles for Christmas selling. The shoes purchased will be for November and December delivery. The member firms of The Guild of Better Shoe Manufacturers are: Cangemi, Inc., Thos. Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf's Sons, Inc. (Lupine); Morris Wolock Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Secy, 875 Fifth Ave., RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Tuesday Sept. 9 9:30 A.M. Breakfast	BREAKFAST PREVIEW OF FALL COLLECTION Press breakfast and preview of Earl Luick's new Fall collection for Anna Miller. By invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
Tuesday Sept. 9 11:00 A.M.	PRESS SHOWING OF CUSTOM-MADE MILLINERY Premiere showing for the press of custom-made millinery and accessories to mark the formal opening of the new fashion house of Omie Moncé. Attendance by invitation only. Publicity: Ilka Dickinson, CI. 6-4340.	OMIE MONCÉ	600 MADISON AVENUE SALON
Sept. 9	ELIZABETH ARDEN'S FALL COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 2)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 10 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Opening of the new House of Henry à La Pensée, Inc., and advance showing of the Fall Collection to the press, 2nd Floor Salon. Attendance by invitation only. Publicity: Ilka Dickinson, CI. 6-4340.	HENRY À LA PENSÉE, INC.	8 EAST 54TH STREET
Wednesday Sept. 10 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Resumption of the Wednesday luncheon fashion shows for the 1947-48 season at the Waldorf, with new fashions for Fall by Arnold Constable. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 10 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Showing of new custom-order fashions by D'Laurence Roth during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: BR. 9-0752. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	D'LAURENCE ROTH (30 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
Sept. 10	STEIN & BLAINE'S FALL COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 2)		
Wednesday Sept. 10 2:30 P.M.	HEIM "JEUNES FILLES" FASHION PRESENTATION A complete collection of dresses, coats, suits and hats created for the American girl by the French couturier, Jacques Heim, and reproduced by American manufacturers. Open to public. Publicity for Heim "Jeunes Filles": Ann Roberts, CI. 6-4340. B. Altman Publicity: MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Sept. 11	BONWIT TELLER'S FALL COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 2)		
Thursday Sept. 11 12:15 P.M. Luncheon	MEATMASTER LUNCHEON: PRESTO PREVIEW The National Pressure Cooker Company will introduce the first pressure cooker designed especially for cooking meats--the new "Presto Meatmaster". Attendance by invitation only. Publicity: S. Richard Stern, Helen Kemp, CH. 4-8535. Contact: Marion Allen, 521 Fifth Avenue, MU. 2-2363.	NATIONAL PRESSURE COOKER COMPANY	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 11 1:00 P.M. Luncheon	NEW WOOL FASHIONS AT LUNCHEON SHOW Presentation of knitted fashions for Fall by the Int'l Wool Secretariat, to be featured by Peck & Peck. Press by invitation. Public by reservation. Publicity Int'l Wool Secretariat: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661; for Peck & Peck: Julia English Morse, PL. 8-3100. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	PECK & PECK; INT'L WOOL SECRETARIAT	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 11 4:00 P.M. Tea	FALL FABRICS AND FASHION SHOW Fashion show and tea sponsored by the Simplicity Pattern Co. presenting Fall fabrics and new pattern styles in school fashions for 1947. Attendance by invitation only. Contact: Kathryn Wilson, AS. 4-7570.	SIMPLICITY PATTERN CO.	HOTEL ROOSEVELT MEZZANINE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 11 8:00 P.M.	SHOWING OF SPRING COUTURE COLLECTION The Spring couture collection of Grubere, including coats, suits, dresses, and fur models; his fifth collection of models presented for showing before the trade. Subscription: \$100.00 for patterns and tickets of admission. Press by invitation. Contact: PE. 6-0755.	GRUBERE	HOTEL PENNSYLVANIA GRAND BALLROOM
Sept. 15	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday)		
Monday Sept. 15 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Mary Goodfellow's Fall and Winter millinery at a luncheon show. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Mary Goodfellow Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARY GOODFELLOW	ST. REGIS HOTEL ROOF
Monday Sept. 15 1:00 P.M. Luncheon	"BETTER HOMES AND GARDENS" EXHIBIT Press luncheon at opening of Exhibit of Model Homes by "Better Homes and Gardens", and of eleven newly decorated rooms keyed to accent N.J. living. Exhibits will extend for two weeks. Press by invitation. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	715 BROAD STREET NEWARK
Sept. 16	SECOND DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Tuesday)		
Tuesday Sept. 16 10:30 A.M.	PRESS PREVIEW OF NEW FALL FASHIONS Bloomingdale's annual Fall and Winter fashion show in their re-decorated Green Room. By invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S LEXINGTON & 59TH ST.	GREEN ROOM 3RD FLOOR
Tuesday Sept. 16 12:30 P.M. Luncheon	"VARIATIONS ON A THEME" MILLINERY SHOWING Eve Tartar, who has just returned from a successful millinery showing in Paris of her "Charcoal Compositions", will present originals from Paris, in addition to her new variations and interpretations. Press by invitation. Public by reservation. Contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Publicity: Peter McDonnell, Inc., CH. 4-8850.	EVE TARTAR	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 16 3:30 P.M.	FASHION SHOW OF KNITTED ENSEMBLES Open to public. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	RESTAURANT 7TH FLOOR
Tuesday Sept. 16 4:00 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Cesar Rubio will present his Fall Millinery Collection to the press in conjunction with Mexico's Independence Day celebration. Attendance by invitation only. Publicity: Leonard MacBain, PL. 8-2747.	CESAR RUBIO	40 EAST 50TH STREET SALON
Wednesday Sept. 17 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Gunther's new fur fashions, with fashions especially designed for Gunther by Alice Orovan. Press by invitation. Public by reservation. For reservations, contact: "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Gunther Publicity: Nona James, VO. 5-3440.	GUNTHER	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 17 2:30 P.M.	SHOWING OF NEW MILLINERY FASHIONS New millinery fashions by B. Altman on the Third Floor. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Sept. 17 4:00 P.M.- 6:00 P.M. Cocktails	"CALIFORNIA FASHIONS ON FIFTH AVENUE" Press preview at cocktails of new fashions by California designers group, including Jean Duraine, Keneth Hopkins, Georgia Bullock, Peggy Hunt, De De Johnson, Renie, Rose Marie Reid, Barbara Brinton, Pat Premo, Connie Foster, Rosenblum, and Edith Small. Staged by Vyvyan Donner, fashion director of Movietone News. Showing promptly at 4:30 P.M. Press and trade strictly by invitation. Show will be given for the public at luncheon on September 18th and 19th for the benefit of the National Cancer Foundation. Contact: Katherine Talbot, CI. 7-2700, Ext. 321.	CALIFORNIA DESIGNERS	SHERRY-NETHERLAND VANITY FAIR ROOM
Thursday Sept. 18 9:00 A.M. Breakfast	PRESS BREAKFAST FASHION SHOWING Macy's will have their semi-annual breakfast for the fashion press in the Executive Dining Room, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431; or Terry Mayer, Ext. 2554.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Cancelled Sept. 18	THE FUR FASHION SHOW BY MAXIMILIAN, ORIGINALLY SCHEDULED FOR THURSDAY, SEPT. 18, AT 1:00 P.M. LUNCHEON, HAS BEEN CANCELLED.		
Thursday Sept. 18 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING "Designs In Millinery With Accent On You"--Fall and Winter hat fashions by Peter Bondi at a luncheon showing. Press by invitation. Public by reservation. For reservations, contact "Thomas," PL. 3-1740, Ext. 44. Peter Bondi Publicity: Phyllis Queripel, RH. 4-5409. Hotel Plaza Publicity: Dorothy King and Adele Brown, PL. 3-1740, Ext. 424.	PETER BONDI (36 WEST 58TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 18 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW BUILDING Informal opening for the press of Frank Brothers' new building, dedicated to shoes and accessories for men and women. The entire interior of the building was styled and designed by Dorothy Draper. By invitation only. Publicity: Doris Newman, Dundes & Frank, LO. 3-1633.	FRANK BROTHERS	9 EAST 57TH STREET
Thursday Sept. 18 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY TO INTRODUCE NEW PARFUM Parfums Corday will introduce <u>Fame</u> -- "the parfum no woman or man will ever forget". Attendance by invitation only. Publicity: Edith Steiger, CI. 6-5667.	PARFUMS CORDAY	GOTHAM HOTEL BALLROOM
Saturday Sept. 20- Sept. 27	SECOND POSTWAR NAT'L NOTION WEEK The National Needlecraft Bureau, Inc., will direct promotional activities for the Second Postwar National Notion Week. Contact: George Pounder, LE. 2-4455.	NATIONAL NOTION ASSOCIATION	THROUGHOUT THE COUNTRY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week of Sept. 22- Sept. 27	SECOND ANNUAL NAT'L SWEATER WEEK Official posters, mats and Sweater Week buttons are available. Publicity: Martin Stern, 60 East 42nd St., VA. 6-0543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY
Monday Sept. 22 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Presentation of De Pinna's annual Fall Fashion Showing of Spectator Sports, Town and Junior Clothes. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Monday Sept. 22- Sept. 23 3:30 P.M.	CHINESE FASHIONS IN SHOWING Shanghai-Kresge-Newark fashion show given in cooperation with Lentheric in the Thimbleberry Room Restaurant. Anna May Wong will appear in the fashion showing and also do a commentary on Chinese fashions and customs. Press invited. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK; LENTHERIC	RESTAURANT 7TH FLOOR
Sept. 23	FIRST DAY OF AUTUMN (Tuesday).		
Tuesday Sept. 23 12:30 P.M. Luncheon	SHOWING OF EDDIE RUBENSTEIN ORIGINALS Debut luncheon at 1-2-3 Club with showing of junior-sized holiday clothes designed by Eddie Rubenstein of Crestlee, Inc. The dresses will be available at Saks Fifth Avenue. Press by invitation. Public by reservation. For reservations, contact "Joseph", headwaiter at 1-2-3 Club, PL. 3-9131. Eddie Rubenstein Publicity: Sara Fox, Inc., MU. 3-6526. 1-2-3 Club Publicity: Dorothy Ross, PL. 9-5906.	EDDIE RUBENSTEIN OF CRESTLEE, INC.	1-2-3 CLUB 123 EAST 54TH STREET
Tuesday Sept. 23 3:00 P.M.	PRESS SHOWING OF NEW FASHIONS Presentation of custom-order and ready-to-wear originals by Jonai, including street, evening and dinner clothes, coats and suits. Attendance by invitation only. Contact: Milton Cline, Jonai, Inc., PL. 5-3500.	JONAI, INC.	408 PARK AVENUE SALON
Sept. 24	JEWISH DAY OF ATONEMENT -- YOM KIPPUR (Wednesday).		
Wednesday Sept. 24 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING First fashion show in this country by Lili Spinola, presenting custom-made afternoon and evening dresses and suits, emphasizing the dressy costume which can still be conservative and practical. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Lili Spinola, EL. 5-3910. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LILI SPINOLA (222 EAST 49TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 25 12:30 P.M. Luncheon	PRESS SHOWING OF CUSTOM MILLINERY Saks Fifth Avenue will present their new custom-order millinery collection to the press. By invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	PLACE TO BE ANNOUNCED



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 25 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Renel of Paris will present a luncheon showing of original suits, coats, dresses for Fall and Winter. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Contact: Mr. Renel, RH. 4-5656. Plaza Fashion Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	RENEL OF PARIS (751 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 25 7:30 P.M. Supper	PRESS SUPPER TO INTRODUCE NEW COLORS Unveiling of Maurice Rentner's color gallery and new fashions at a buffet supper for the beauty press. Attendance by invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM
Monday Sept. 29 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Custom-made and ready-to-wear fashions by Peggy Roth. Press by invitation. Public by reservation. Contact: Peggy Roth, PL.8-2904. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
Tuesday Sept. 30 10:00 A.M. Breakfast	PRESS SHOWING OF NEW FUR COLLECTION Alfred Rainer will present his newest furs to the press during breakfast. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER	17 EAST 55TH STREET SALON
Tuesday Sept. 30 4:00 P.M.	ANNUAL "PINK CHAMPAGNE" PARTY Press preview at Russeks' annual "Pink Champagne" party of their new Design Studio Fur Collection, created by Ralph Marano. Attendance by invitation only. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH AVE. & 36TH ST.
Wednesday October 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter millinery by Leora Creations (formerly House of Cesar) during luncheon. Press by invitation. Public by reservation. For reservations contact "Jack", Cotillion room headwaiter: RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LEORA CREATIONS (30 EAST 54TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday October 1 1:00 P.M. Luncheon	LUNCHEON SHOWING OF NEW FASHIONS The Tailored Woman will present new fashions at a luncheon showing. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter: EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA STARLIGHT ROOF
Thursday October 2 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Dein-Bacher's 1948 fur collection during luncheon. (Opening of the Sert Room with a special Thursday luncheon fashion presentation, to be followed by regular Wednesday shows.) Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Dein-Bacher Contact: Miss Courtney, PL. 8-2643. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 2 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE AND RESORT WEAR Sun-Surf Modes presents its new line of play fashions for the cruise and resort season, at a cocktail party for the press. Attendance by invitation only. Publicity: Anita Pine, BR. 9-9350.	SUN-SURF MODES	HAMPSHIRE HOUSE COTTAGE
Monday October 6 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOWING Fall and Winter fashions will be presented by Peg Newton--"the tall gals' haven". Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Maxine Joyce, Jack Goehring, CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Beginning Monday October 6	OPENING OF RESORT AND SPRING LINES Presentation of the only lines to be shown by member firms for the entire Spring and Resort Season. (Fall lines were shown in May, and Summer merchandise will be presented in February.) Members who will show their lines include: <u>Monday, October 6</u> SPORTCRAFT STAR-MAID DRESSES <u>Tuesday, October 7</u> ADLER & ADLER KANE-WEILL, INC.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
	<u>Wednesday, October 8</u> DAVIDOW DAVID M. GOODSTEIN MUTUAL-ROSENBLOOM CO. <u>Thursday, October 9</u> CHARLES M. NUDELMAN ZOLTAN-ROSENBERG		
	Contact individual manufacturers.		
Tuesday October 7 4:00 P.M.- 6:00 P.M. Cocktails	RESORT COLLECTION AT COCKTAIL SHOWING Frances Sider will present her resort collection of playclothes, blouses and bathing suits. For press and trade, by invitation only. Contact: Ann Rabin, BR. 9-3790.	FRANCES SIDER	HOTEL PLAZA TERRACE ROOM
Beginning Monday October 20	OPENING OF FOGA SPRING LINES The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. (The other seasonal openings are: Summer lines in early February, and Fall lines in May.) Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA & COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. FRED GREENBERG DRESS CO.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS		PARNIS-LIVINGSTON BEN REIG C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		



MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Saturday August 30 REISSUE: "GONE WITH THE WIND" (Movie) LOEWS CRITERION, B'WAY & 45TH ST.  
MGM production of a best selling novel by Margaret Mitchell about a tempestuous Southern belle, set in Georgia during the Civil War. Cast includes Vivien Leigh, Clark Gable, Olivia de Havilland, Leslie Howard and Thomas Mitchell. Directed by Victor Fleming; produced by David O. Selznick. Costumes by Walter Plunkett and hats by John-Fredericks. Publicity by Herbert Crooker, BR. 9-7800.
- Wednesday Sept. 3 OPENING: "THE MAGIC TOUCH" INTERNATIONAL THEATRE, COLUMBUS CIRCLE  
John Morris Chanin presents a new comedy by Charles Raddock and Charles Sherman, with Howard Smith, Frances Comstock, Loney Lewis, Hope Emerson, Sara Anderson and Sid Melton. Director: Herman Rotsten. Publicity: Marjorie Barkentine, BR. 9-9546.
- Thursday Sept. 4 PREMIERE: "DOWN TO EARTH" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.  
Columbia Pictures' Technicolor musical about a visit of the goddess Terpsichore to earth, with Rita Hayworth, Larry Parks, Marc Platt, James Gleason and Edward Everett Horton. Producer: Don Hartman. Director: Alexander Hall. Costumes: Jean-Louis. Publ.: Hortense Schorr, CI. 5-5000.
- Sunday Sept. 7-13 BALLET RUSSE DE MONTE CARLO N. Y. CITY CENTER, 131 WEST 55TH ST.  
Ballet Foundation presents the Ballet Russe de Monte Carlo, with Frederic Franklin, Alexandra Danilova, Nathalie Krassovska, Ruthanna Boris, Mary Ellen Moylan, Leon Danielian, Michel Katcharoff, and Nikita Talin.  
Sunday Eve., Sept. 7: BALLET IMPERIAL, MADRONOS, BLUE BIRD, BLUE DANUBE.  
Tuesday Eve., Sept. 9: SWAN LAKE, MADRONOS, THE NUTCRACKER.  
Wednesday Eve., Sept. 10: BAISER DE LA FEE, CIRQUE DE DEUX, NIGHT SHADOW.  
Thursday Mat. Sept. 11: SWAN LAKE, THE NUTCRACKER, LE BEAU DANUBE.  
Friday Eve., Sept. 12: CONCERTO BAROCCO, LOLA MONTEZ, PAS DE DEUX  
Publicity: Margaret Hornyak, CI. 7-5911.
- Monday Sept. 8 OPENING: "WE LOVE A LASSIE" BOOTH THEATRE, 45TH ST. WEST OF B'WAY  
Shubert Brothers present a new play with a Scottish background, written by Marcel Wallenstein and Kathleen Kennedy. Cast includes Barbara Everrest, Philip Tonge, John F. Hamilton, Valerie Cossart and A. Winfield Hoeny. Directed by Melville Cooper. Settings by Edward Gilbert. Publicity by Claude Greneker, CI. 6-9500.
- Saturday Sept. 20 OPENING: "HOW I WONDER" HUDSON THEATRE, 44 EAST OF B'WAY  
Garson Kanin and Ruth Gordon, in association with Victor Samrock and William Fields, present Donald Ogden Stewart's new play. Raymond Massey stars with cast including Carol Goodner, Everett Sloane, Meg Mundy, Wyrley Birch. Director: Garson Kanin. Settings: Donald Oenslager. Costumes: Helene Pons. Publicity: William Fields, CI. 5-7930.
- Wednesday Sept. 24-26 WORLD'S CHAMPION RODEO MADISON SQUARE GARDEN, 50TH ST. & 8TH AVE.  
World's Champion Rodeo with Gene Autry and his horse, Champion, in person, and the usual riding, roping, and shooting exhibitions. Held nightly, with matinees on Wednesday, Friday, Saturday, Sunday and October 13th. Prices: \$1.75-\$6.00 (tax included). Publicity: Frank Moore, CO. 5-6800.